

## CLAIMS

1. A process for shifting lower the level of salt required to produce dilution thickening effect of a composition which process comprises adding to said composition 0.5 to 7% by wt. associative thickener.
2. A process according to claim 1, wherein thickener comprises a polymer with a hydrophobic backbone modified by hydrophobic groups.
3. A process according to claim 1, wherein said composition comprises a single phase, isotropic composition comprising:
  - (1) 5 to 30% by wt. of a surfactant or surfactants for cleansing the skin;
  - (2) greater than about 2% to level of electrolyte such that upper limit will not cause isotropic composition to become biphasic or multiphasic;
  - (3) 0.5 to 7%, by wt. associative thickener;
  - (4) 0 to 15% by wt., hydrotroping compound; and
  - (5) 45 to 95% by wt. water,wherein, said composition has viscosity upon dilution, which is greater than viscosity prior to dilution;  
wherein said composition has rinse retention of greater than 30% by wt. after 10 minutes as measured by a sample retained on a test slide as function of rinsing time; and  
wherein, upon dilution, said composition remains in a single phase.